

Local Agency	APL Trainees	Platinum Project	Contact Information	Consultant
American Red Cross	Paty Velarde	“The Happy WIC World” This project implemented new safety and health standards and improved customer service in the lobby, bathrooms, and counselor’s cubicles. Safe child-friendly equipment was installed to prevent accidents and to relieve fears and stress for the children, signage and decorations improved customer service for both adults and children.	patricia.velarde@redcross.org	Catherine Gray
Clinicas de Salud del Pueblo	Cinthia Curiel	“Updating WIC Resources” The purpose of this APL project was to update the pamphlets and resources that the WIC participants use. ISIS resources were also updated and new resources were added.	cinthiac@cdsdp.org	Rita Whitmore
Clinica Sierra Vista	Alexis Rodriguez Christina Cha Paola Cassidy	“Freedom to Feed” Increase social awareness and acceptance of breastfeeding in public and promote breastfeeding in the community with a public awareness campaign in which life-size cardboard cutouts of breastfeeding mothers with their babies are placed throughout the community in public places. Also includes a social media component to enable people to share their photos and thoughts.	alexis.rodriguez@clincasierravista.org christina.cha@clincasierravista.org cassidy@clincasierravista.org	Delfina Shelomenseff
Community Bridges	Perla Pineda	“WIC Teen Class” APL designed a class for teen participants. They met with other teen moms while WIC provided general nutrition, healthy recipes, breastfeeding support, Baby Behavior education and peer support.	perlap@sccwic.org	Annalisa Sherman
Community Medical Centers Inc.	Aida Renteria Myrna Rosales	“WIC Worksite Wellness Campaign” This project was to initiate the worksite wellness program; to promote and support the health, safety, and well-being for employees.	arenteria@communitymedicalcenters.org mrosales@communitymedicalcenters.org	Rita Whitmore
	Naomi Casteel Terry Valencia	“WIC Autodialer” To improve communication with the participants they installed an autodialer. This provided more time for staff to interact with participants to deliver breastfeeding support, nutrition education, and counseling.	ncasteel@communitymedicalcenters.org tvalencia@communitymedicalcenters.org	

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Northeast Valley Health Corp.	Eva Madrigal Gerry Ruelas Maggie Preciado	"GEM Project" The goal of this project was to improve communication and teamwork within two WIC sites by creating a team project. All site staff members worked together to plan and upgrade the staff lunch room at each site. Additionally, all agency staff attended <i>True Colors</i> training presented by state WIC staff for team building and improved communications within the agency.	evangelinamadrigal@nevhc.org gerryr-wic@nevhc.org maggiel-wic@nevhc.org	Catherine Gray
Planned Parenthood	Marlene Ramirez Vanessa Castillo	"Creating a Daddy Friendly Environment" The goal of this project was to improve outreach with the WIC father's through classes, parent and child activities, and advertisements in local newspapers.	marlene.ramirez@pposbc.org vanessa.castillo@pposbc.org	Rita Whitmore
PHFE	Vanessa Annibali	"My Breastfeeding Journey with WIC" This project provides incoming prenatal clients with a passport booklet that will guide them through the breastfeeding services available at PHFE-WIC.	vanessa@phfewic.org	Rita Whitmore
Riverside County	Esperanza Ramos Helen Penunuri Wesley Hibble	"Platinum Project" APL team created "Kidz Corner" a place for WIC kids to play and learn. There are plans to implement 19 additional sites. The APLs also created Peer to Peer Recognition for coworkers to acknowledge each other.	eramos@rivcocha.org hpenunuri@rivcocha.org whibble@rivcocha.org	Annalisa Sherman
Sacramento County	Maria Harker	"Building A Strong Foundation" APL created a system to develop leadership within staff. Staff had to sign up on a 'to-do' list quarterly to become confident in leading a project. Staff discussed the four basic emotions underlying conflicts in order to become a stronger team. We competed in community walks to support our team spirit.	santillanM@saccounty.net	Annalisa Sherman
	Padra Lor Xiong	"Stride to a Healthier You, Healthier WIC" Staff attended "True Colors" training. APL created weekly physical activity challenges. Staff did food demos using more herbs and spices. We competed in community walks to support our team spirit.	LorP@saccounty.net	

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	Janet Brito-Cruz Rosibel Osuna	"Happy Clients, Happy Staff" APLs created a more physically active work site. We sold morning smoothies to staff to raise money for items not allowed in CMB. Designed play areas in each cubicle for participant children to 'entertain' themselves during counseling.	britoj@saccounty.net osunar@saccounty.net	
	Bertha Magana	"Thank you for Calling WIC" APL improved the way staff communicated with participants and others. Worked on decreasing the wait time for incoming calls by providing specific training to the call center staff.	maganab@saccounty.net	
	Cecilia Flores	"Improving Breastfeeding, Nutrition Education Messages & Community Collaboration" We created a designated place for breastfeeding staff. Trained more staff to clean breast pumps. Visited the local food bank to learn more about their services in order to improve our referrals.	floresc@saccounty.net	
	Eva Flores	"Wellness Project" APL provided monthly "spotlight" trainings to improve wellness and communication tips to benefit both external and internal partners. APL created a wellness library for staff to use. These focused on Employee Training one of the components of Platinum WIC.	florese@saccounty.net	
San Bernardino County	Terri Bailey	"Going for the Liquid Gold!" This project was designed to increase exclusively breastfeeding rates in the agency by creating and implementing a new Prenatal Breastfeeding single contact-SP20 class. New educational materials and staff training were tested at a pilot site.	Terri.bailey@dph.sbcounty.gov	Catherine Gray
SDSU	Marcy Dugger	"Conflict Resolution Training" Employee training was provided to increase confidence and effectiveness in handling conflict within the agency and with difficult participants. Educational materials and online follow-up training sustain the project.	mdugger@projects.sdsu.edu	Catherine Gray

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United Health Centers	Mario Valencia	“Platinum S.T.A.R” Special Thanks and Recognition This project supports the goal for engaging staff and improving communication through various projects, activities and trainings.	valenciam@unitedhealthcenters.org	Rita Whitmore
Watts Healthcare Corp.	Supapat De Berry Suzanne Guillory	“Changing Gears in Changing Times” This project was designed to create a work environment in which staff will feel empowered, motivated, and appreciated through a progression of motivational trainings.	Supapat.deberry@wattshealth.org Michelle.guillory@wattshealth.org	Rita Whitmore